

UNIVERSITY OF TORONTO
UNIVERSITY EXTENSION



Session 1961-62

Course in
PUBLIC RELATIONS

**February 14th. PR and Welfare Agencies,
Hospitals, Churches:**

The perspective, the programme. Special problems.
Fund raising.

February 21st. PR and Government:

PR's role in government. Objectives. Hostility to the
function from the press, from legislators. Actual
government PR practice.

February 28th. PR as a Career:

Some of the opportunities offered in PR work and the
qualifications necessary for success. The status of PR
today. A look at the future.

March 7th. PR Do's and Don'ts:

A review of the course.

March 14th. Test.

Required Reading:

"Effective Public Relations"
Cutlip and Center (Prentice-Hall)

Suggested Additional Reading:

"The PR In Profit"
Leonard L. Knott (McClelland, Stewart)
"Your Public Relations"
The Griswolds (Funk & Wagnalls)

sponsored by the
CANADIAN PUBLIC RELATIONS SOCIETY,
TORONTO.

PUBLIC RELATIONS

Wednesdays

20 Lectures

This course has been planned to broaden the experience and horizons of those already in the field, and to provide a solid basis for those who are embarking on a Public Relations career.

The course has also been so designed, that the practice of Public Relations—principles, techniques and special fields of application—is presented through a combination of lecture, case study and discussion. Each evening a lecture, delivered by a highly qualified speaker, will discuss some aspect of Public Relations. Where it is possible, the lecture will be followed by a group discussion of a case history related to the lecturer's topic.

COURSE CHAIRMAN:

Mr. C. Coon,
Public Relations Manager,
General Foods, Limited.

TIME: 7.30 p.m.

Fall Term: October 11–December 13th.

Winter Term: January 10th–March 14th.

PLACE: Room 103, School of Nursing.

FEE: \$40.00.

Registration:

By mail or in person at Room 207, 65 St. George Street, 9 a.m. to 5 p.m. daily, except Saturdays. Information may be obtained by telephoning WA. 3-6611 locals, 301, 304, 526, 527. In order to accommodate students and enable them to enrol during the evening, registrations will be taken:

Monday, September 18th

Wednesday, September 20th

Monday, September 25th

from 7:30 to 9 p.m. in the Wallberg Building, corner of St. George and College Streets.

PROGRAMME

October 11th. Introduction to Public Relations:

Definitions and history of PR. Survey of its principles, function and practice. Preview of the course, class assignments.

October 18th. Fact Finding:

Evaluation of public attitudes. Quantitative and qualitative surveys—methods, techniques and results—as the basis for assessing Public Relations problems.

October 25th. Fundamentals of Communication:

Proven techniques for overcoming barriers and distortions that impede the flow of effective communication. Evaluation of the PR man's tools for communicating effectively with his organization's various publics.

November 1st. Employee Relations:

Communicating with an organization's internal public. Public Relations programming for building understanding and support of the company policies. Survey of tools and techniques.

November 8th. Community Relations:

The process of being a good neighbour. Role of PR in helping to secure home-town understanding and appreciation of an organization, its people and policies.

November 15th. Customer Relations and Sales Promotion:

Making people want to do business with you. Short term and long term PR programming aimed at fostering the favourable atmosphere necessary to sales success.

November 22nd. Special Publics:

Building the corporate image among shareholders, suppliers, competitors and government. Teachers and students, and women as special publics. Techniques and tools for effective communication with these groups.

November 29th. Special Events:

Public Relations planning for plant tours, open houses, testimonial dinners, awards presentations, anniversaries, PR in times of crises, etc.

December 6th. Publicity I:

Its importance and limitations. Maintaining effective contact with mass media—newspapers, periodicals, radio and TV.

December 13th. Publicity II:

Publicity principles. The press conference. Preparation of news. Use of photographs. Essentials of good copy.

January 10th. Other PR Tools:

The stunt, the exhibit, the comic book, the Speakers' Bureau, the film, the PR ad, the telephone, direct mail, billboards, etc.

January 17th. Organizing for Public Relations:

Guiding responsibilities. Role of the PR department, independent counsel, or both, as the eyes, ears and voice of management.

January 24th. PR and the Corporation:

The corporate personality. Personalizing management. Identifying the corporation with non-profit causes. Industrial statesmanship. International programmes.

January 31st. PR and the Small Business:

Who is small business? Managing the small business. Employee, community, customer relations in the small business. The professional man.

February 7th. PR and Utilities, Carriers, Banks:

PR responsibilities of these organizations. Special PR programmes required by them.